

Etsy SEO *13-Tag* Worksheet

01 WHAT YOU SELL – IN ONE SENTENCE

02 WHO BUYS IT – IN REAL BUYER LANGUAGE

03 YOUR TOP THREE BUYER SEARCH PHRASES

Your *13 tags* — one full search phrase per row

Etsy limit: 20 characters per tag. Write the multi-word phrase a real buyer types.

#	TAG (≤ 20 CHARS)	SEARCH PHRASE A BUYER TYPES
01		
02		
03		
04		
05		
06		
07		
08		
09		
10		
11		
12		
13		

Six rules *that actually move rankings*

- 01 Use all 13 tags. Empty slots are free indexing left on the table.
- 02 Each tag is a full search phrase, not a single keyword.
- 03 Title and tags must agree. Pick one buyer-language version.
- 04 Lead with the strongest phrase. The first 60 characters rank hardest.
- 05 Avoid generic openers — "Cute," "Beautiful," "Handmade" add no lift.
- 06 Renew during peak buyer hours, not at random.